

## Edcon adds Engen as Thank U rewards partner

A new partnership between Engen and Edcon will see motorists earning Thank U loyalty points when filling up. In order to earn points customers need to swipe their Thank U card at participating Engen service stations, before payment is processed, when purchasing fuel.



“By partnering with one of the most popular rewards programmes in the country, this initiative will offer Engen and Edcon customers additional value and more ways to earn loyalty points,” says Seelan Naidoo, Engen’s head of retail.

Customers will receive 150 Thank U points for every litre of Engen Primax Unleaded or Engen Dynamic Diesel purchased. The points are restricted to the purchase of fuel and do not include the purchase of products from an Engen QuickShop or any other services available on an Engen forecourt.

Loyalty programmes have developed significantly over the past few years and research has shown that consumers often plan their monthly budget around their reward programmes.

“We are very excited to be partnering with Edcon and believe that this initiative, along with our other loyalty partners such as eBucks, will continue to give our customers more reasons to visit Engen forecourts,” adds Naidoo.